

65

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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXI.

NEW YORK, MAY 16, 1900.

No. 7.

SUMMER TIME ATTRACTIONS.



Those who have Pleasant
Places for the Summer
Man or Summer Girl, or
who have Tours to Adver-
tise, or Big, Roomy Hotels
and Cottages to Fill

*Can best do so by
using what every
other successful
Advertiser uses,*

THE PHILADELPHIA RECORD

*Pennsylvania's
Biggest Circulation
at the home or
at the shore.*

THE RECORD PUBLISHING COMPANY, PHILADELPHIA, PA.

PRINTERS' INK has this to say regarding a booklet which the EVENING NEWS has recently distributed among its advertisers :

Under the title "A City of 300,000 Covered by One Newspaper," the Newark (N. J.) EVENING NEWS publishes a pamphlet which possesses distinctive features. It gives a host of interesting facts concerning the city itself; the character and density of its population and the enormous rate of increase; tells how its proximity to the metropolis has overshadowed the fact that it is one of the six great cities of the Atlantic seaboard, larger than any city in New England save Boston, in New York State except Greater New York and Buffalo, in Pennsylvania except Philadelphia, in the South except New Orleans, in the West except San Francisco; talks of rates and circulation; gives the results of house to house canvasses in detail; and prints the comments of its advertisers, indicating how well they are pleased with its service. All in all, the booklet is one of the most interesting and unique that the Little School-master has seen for a long time.

The booklet may be obtained by addressing the publishers of the
NEWARK EVENING NEWS,
Newark, N. J.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXI.

NEW YORK, MAY 16, 1900.

No. 7.

CUTS IN COUNTRY STORE ADVERTISING.

By La Fayette Parks.

If the uncountable carloads of advice sold and given away by advertising experts and others is worth anything, the advertising of country merchants ought to be an institution worth going weary leagues to look upon. In spite of this luminous volume of advice, however, country store advertising contentedly jogs along in the same old rut.

Bad features in the advertising methods of country merchants are principally due to lack of system and inattention to details. It is my desire to point out some of these unprofitable features. In this article I shall speak of cuts; how they are used at present by country merchants; also how a better system can be employed, at no more expense and with better results.

Most every town in the United States has several merchants who realize advertising promotes trade. These men are liberal in buying space in all the local papers. When they get that far, however, they are content to rest, and seldom do they bother themselves about how that space is filled.

It is a hard job to induce country merchants to regularly change their ads. Once upon a time I published a country newspaper and I know whereof I speak. After calling on and arguing with an advertiser for several days, finally I would get him stirred up to the extent that he would consent to my request for fresh copy.

Then the question of cuts would come up. The advertiser would go through his store in an aimless search, looking under

counters and out-of-the-way places, spying out old cuts. Half a dozen cuts, badly worn and hopelessly out of date, would usually be the result of his search.

He would hand them to me with instructions to "pick out something to fit." It can be easily imagined how near the cuts would come to fitting the copy. Most of the cuts selected would be so scratched and worn that when printed they would be a detriment rather than a help to the ad.

While there are some merchants who have better systems than the one mentioned for looking after their cuts, my experience proves the majority are fully as lax.

A good cut, providing it fits the ad, draws attention and pulls business. But a cut of a horse in a grocer's ad, or a cut of a house in a shoemaker's ad, will pull very little business. While such illustrations may seem strained to those unacquainted with country store advertising, I can say that I have often seen more grotesque usages.

One merchant after a long search in the cobweb-hung corners of his store, triumphantly emerged into the light holding a battered and time-worn cut. After much scrutiny it proved to be a frog. The merchant was staggered for a few moments for an idea to make the cut fit his clothing ad. The result was: "YOU WON'T GET FROGGED IF YOU TRADE WITH US."

After this effort that advertiser prided himself on his ability and versatility as an adwriter. He certainly was justified in his belief, as few can equal that.

Use cuts in your ads if you can help your advertising by so doing. But better never use a cut at all than have your ad disfigured by

the badly battered and defaced specimens which are so frequently seen in the advertising of country merchants.

And then again, if the cut is in printable condition, and does not fit the article advertised, better leave it out. If you want to advertise shirt waists and you have a cut which has laid in your cellar several years, until it is covered with moss and is hopelessly out of fashion, don't use it. If you do the women who read that ad are sure to buy their waists of your competitor.

The cut may look pretty to you, but if the sleeves are puffed while fashion decrees tight sleeves, the women will be unreasonable enough to believe you are behind the times.

Funny cuts are seldom business bringers. If you feel you must be humorous adopt some cheaper plan to show your geniality than by wasting your advertising space.

The cut problem can be summed up about as follows: For a shoe ad use a good cut of a good shoe that is in style at the time you print the ad; and be sure and have in your store some shoes like the cut. If you don't stand behind your ad with the same shoe some customers will be disappointed, and others will lose faith in you and go to some other store.

Get the best cuts you can afford to buy. If you can't afford to have an artist draw the pictures, get the next best, stock cuts.

As it is with the shoe cut so it is all through the various lines of merchandise. Get good cuts to fit the articles you want to advertise. Handle your cuts carefully so they will not become battered and useless in a short time. Have some system of keeping them, and put them where you can find them when wanted. Keep a scrapbook and in it paste proofs of all your cuts. Then when you want to use a cut, instead of being obliged to pick over several dozen to find what you want, you can refer to your scrapbook and in a moment find the one to fit the ad.

It is a good plan to use cuts if used rightly. But better none at all than print cuts of dogs when you want to advertise horses.

BE A NONPAREIL.

"Whatever you do, stand out," recently remarked a smart advertising contractor. "Don't be one of the mob. Make a sharp mark. Don't be faint and spidery and common. Be unique, remarkable—be first. Throw out your commercial chest. Hold high your commercial head. Don't be one of the mass. Be the captain, the leader. Make your business the biggest, the brightest, the best. Your clerks, ads, your stationery, your methods, your everything—have them of class A. The world is full of mediocrity, full of shadow. Avoid that zone and plane of effort which the prism marks as gray. Be bright—be startling—that is, be successful. Be a nonpareil."—Unidentified Ex.

The 14th part of one cent isn't very much:-

Yet that is all the difference in price between a cup of ordinary tea and a cup of

CHASE & SANBORN'S PACKAGE TEA.

Just think! It takes one thousand four hundred cups of tea to make the difference of one dollar. It will take you almost four years, drinking one cup a day, to save a dollar.

Don't you think it is worth 1-14th part of a cent a cup to have your tea scientifically packed, under thorough hygienic conditions, in air-tight, moisture-proof packages?

Yet all this costs you nothing. It's the quality of the tea for which you pay 1-14th of a cent a cup more.

This fourteenth of a cent on each cup gives you 30 per cent. better tea than is ever sold for 50c. a lb. If you doubt it, buy a single pound of Chase & Sanborn's Package Tea. It will make over 200 cups.

The Koh-i-noor—an English Breakfast.
The Oriol—an Oolong.
The Orange Pekoe—a Ceylon-India.

Money cannot buy better Teas

A UNIQUE ARGUMENT.

Write a Letter

to your Minnesota agent asking about the standing, the prestige, the popularity, the circulation, the growth of the

St. Paul Globe

We'll gamble on the result—that you'll decide we've been telling you the truth, not only when we say you cannot cover Minnesota without the **GLOBE**, but also that it's the best business proposition in the Northwest. Let us tell you more about our daily life.

THE GLOBE CO.

ST. PAUL, MINN.

EASTERN REPRESENTATIVE.

CHAS. H. EDDY,

10 SPRUCE ST.,

NEW YORK CITY.

WESTERN REPRESENTATIVE,

WILLIAMS & LAWRENCE,

HARRY FRALICK, Mgr.,

87 WASHINGTON ST.,

CHICAGO, ILL.

OUT OF THE ORDINARY.

Under this title Mr. Joseph Werner, a merchant tailor of Eaton, Ohio, issues a twelve-page booklet which bears out the hopes awakened by its name. On each left-hand page is a picture of a man in a different style of suit, while the right-hand pages are devoted to a talk concerning cloths, which is so interesting and convincing that the Little Schoolmaster reproduces it here in its entirety:

It's very easy to buy a few piece goods, hire a room and hang out your shingle as a merchant tailor. Anybody with a few hundred dollars may do that. But it takes more than this to produce stylish clothes. Almost any man can chop out the goods. A cheap tailor can put them together. But there are few tailors who can do both these things in a fashion to produce the best results. There are many merchant tailors in this country who will tell you they can make anything from a pair of trousers to a dress suit. Maybe they can, but how do they do it? There are but two ways—the right and the wrong. Merchant tailoring must be errorless or it is spoiled. It can't be a little wrong. The tailor who has no pride in his work is the tailor you do not want to patronize. He won't care if the coat is just a little too tight, or the trousers a little too long or too short. He will use a one dollar lining when he should use a two dollar lining. He will save whenever he can and say nothing about it. I have been in the merchant tailoring business in Eaton for many years and have succeeded in pleasing hundreds of people. But this spring I want to please more. I know I can do it, because I have the goods and styles to do it with. All my piece goods come direct from New York City, and if there is anything new I get it.

Men will be better dressed during the last spring and summer of the nineteenth century than ever before since they began to wear clothes. This season's garments combine comfort, utility, appropriateness and beauty. The fabrics which will be fashionable this year are the finest ever made and the most varied and beautiful in design and coloring, and the styles of garments are by far the most artistic of the century, the best adapted to the various purposes for which they are intended, the most comfortable and in every way the most sensible. Worsteds will be more used for suits than any other material. But cheviot will be very popular and fancy flannel will be more worn than ever before. Stripes will be fancied and grays will predominate. Worsteds suitings are chiefly in herring-bone twist stripes and checked stripes. Plain mixed serges will be worn about as much as they were last season. Fancy vestings promise to be more popular than they ever were before and are certainly handsomer. Trousers are generally in stripes, though there are very many handsome

checks and a few plaids combined with stripes or checks. Overcoatings are generally of Vicuna, Lambswool, Angola, Cheviot, Worsteds, Venetian, or Covert coating in shades of gray and in herring-bone stripes, diamond effects, or plain mixtures. There will be no radical change either in cut or finish of any garment from that which prevailed last season. The trousers will be made moderately full at the hips and will have average leg widths of $18\frac{1}{2}$ inches at the knee and $15\frac{1}{4}$ at the bottom, or $9\frac{1}{2}$ more than the size of the wearer's shoe. Now I feel like I have "an out-of-the-ordinary" kind of merchant tailoring establishment. I firmly believe I can give you better wearing and more stylish clothes than you have been getting. Just leave your measure and I'll do the rest. Suits from \$18 up. Trousers from \$5 up.

THE BATES BUILDING.

There is a large amount of curiosity abroad as to the details of the building which Mr. Charles Austin Bates is to erect. The following facts are taken from a booklet devoted to the subject, issued by Mr. Bates:

The Charles Austin Bates Building is located at 206 and 208 West Forty-third street, corner of Broadway, New York City. It is at the lower end of and overlooks Long Acre Square. The value of the building and ground is \$250,000. The building is one hundred feet west of Broadway. It has a frontage of thirty feet on Forty-third street and a depth of one hundred feet five inches. It is seventeen stories high. Sixteen of these stories contain, approximately, 2,100 square feet of floor area each and the seventeenth perhaps half as much. The total floor area, including basement, is about 35,000 square feet. The entire building will be used by Charles Austin Bates in the conduct of his advertising business, including a plant for engraving, electrotyping, printing and binding and for the purpose of exhibiting machines, inventions of foreign and domestic concerns which seek a market in New York and surrounding States. In the exposition department he will act also as selling agent, and will contract for the exploitation and actual sale of goods, by advertising and otherwise. There will be room in the building for about two hundred exhibits of varying size. It is expected that the building will be completed and ready for occupancy October 1, 1900. It will be the only building in any city of the United States the entire space of which is devoted to the advertising business of a single concern.

GAIN the people's confidence and it will be easy to gain their trade medium. The expressionless advertisement is frequently as meaningless to the average reader as the German student's translation of the quotation: "The spirit is willing, but the flesh is weak," which is picturesquely rendered as "The ghost is ready, but the meat is poor."—*Mahin.*

ILLUSTRATED ADVERTISING.

By Taylor Z. Richey.

Illustrated advertising, when rightly illustrated, is the best form of advertising for obtaining profitable results. Illustrated advertising, when poorly or inappropriately illustrated, is the poorest kind of advertising.

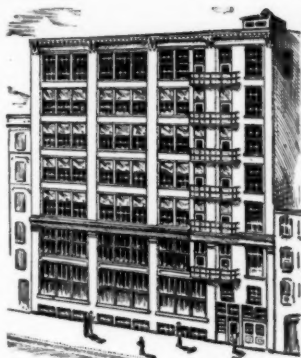
To be effective, illustrations in advertising must illustrate the article advertised. The word "illustrate" means to make plain, and if in advertising the illustration does not embody this meaning the advertising is poor, despite whatever qualities of excellence it may possess. Because of the popularity of illustrated advertising many advertisers go in for illustrations merely for the sake of style, without considering whether or not any connection exists between the illustration or the text of the advertisement. These advertisers write copy so as to make it fit the cuts, whereas the cuts ought to be made to fit the copy. Where an advertiser uses stock cuts to illustrate some unimportant part of his ad, which part has but an indirect bearing to his business announcement, the effect is very similar to that produced by "beating around the bush" in printed description.

A great many advertisers place too much reliance on illustrations. The illustration catches the eye, holds attention, creates interest, etc., but it's the printed description, in plain, simple, terse language, that induces people to part with money. The best illustration cannot in itself sell goods. The illustration, to be effective, must picture printed description—must be a pictured duplicate of what one says in an explanatory way. In illustrating advertisements the advertiser should not forget to give due attention to the descriptive matter.

THE CONVERSATIONAL STYLE.

American advertising men are agreed that the best hope of American retail advertising lies in the conversational style of ad.—*Dry Goods Economist*.

You need an advertising man to do your advertising as much as you need a bookkeeper to keep your books.—*Barnhart & Swasey*.



OUR new mechanical building, nearing completion, will give us facilities for printing larger editions of our publications, and to do the work better and quicker than ever before.

THE SATURDAY EVENING POST prints nearly 250,000 copies weekly. It will continue to grow because it will be greatly improved. The highest grade of printing and illustrating excellence, with the machinery to publish quickly, will make THE SATURDAY EVENING POST a weekly magazine of timely interest in editorial treatment, and to advertisers it will give a quicker service than any other publication except the daily newspaper. 36 large presses, with electric motors; new electric plant complete. Old presses replaced by the latest models. Every facility for the best work at the least expense and saving of time. The largest periodical plant in the world is now in Philadelphia.

THE CURTIS PUBLISHING CO.
PHILADELPHIA.

WITH LAY FIGURES.

The art of advertising has taken giant strides in this generation. Most of these advances, one Western expert has explained, have been based on the discovery that to hold attention it is necessary to entertain. The posters of Cheret, Mucha and other masters abundantly show the application of this principle, and the poster has long been an object of interest, quite independently of the intrinsic importance of the book, play, or pill it is designed to sell. Now, the turn of the wax lay figure has come. By the opening of a new century one may expect to hear of a Cheret of the show window. Already there are promising signs of this in the change of the wax lay figure from an expressionless adjunct of the dry goods business to a work of art.

Sometimes the execution has fallen just short of the intention. In one of the Sixth Avenue stores, for example, a row of four effigies of the gentler sex are remarkable for the evidently unfriendly terms on which they associate behind the plate glass. It is plain that somebody has tried to put expression into their faces and their poses, but no one ever meant—or, at least, should have meant—to suggest to the passing throngs such an atmosphere of feminine social frost as may be read through that plate glass. The woman of forty, standing at the extreme right, is so loftily disgusted with the bickerings of her younger associates that you can almost hear her sniff. Morally, perhaps, there is full justification for this contemptuous attitude in the vulgar self-consciousness of a girl, neighbor of the matron mentioned, whose smirk betrays the belief that the sun rises only to enjoy the happiness of playing about her burnished copper locks. Still the scene is so embarrassing that any man in the street who looks at it for more than a few seconds feels himself an intruder on the sacredness of a literary circle or women's club unpleasantness. The tension is nowise lessened by the forced indifference of the smile on the

next face—the one under the enormous flowery hat. And at the extreme left of the line a haughty brunette, looking down her delicately chiseled nose, is “cutting” all the others comprehensively.

The maker of those four faces must have meant to put on them expressions of some entirely different meaning, and probably missed his aim by the smallest conceivable variation of his waxen ridges and bosses. Then the window-dresser, taking his figures as he found them, with mistaken zeal emphasized the unpleasantness by his skill in the arrangement of skirts, hats and other finery, most notably in the hauteur shown by the sweep of the brunette's whole toilet, from bonnet to skirt binding. This window is a magnificent artistic failure. Go to another store, across the avenue, and you will see a magnificent success. There you have a scene, unpleasant in itself, no doubt, but calculated to amuse the people on the sidewalk because it is supposed to represent a recent happening in national politics, and also because it does not jar one's sentiment by revealing acrimony in the Fair and Gentle. The President of the United States here stands with a group of contemporary statesmen; all are in full dress, and all stand with their faces turned toward a doorway, through which a man with a somewhat ragged gray beard, lifting the portiere with one hand, is about to pass outward. The man going out wears an expression of supreme contempt for those he is leaving; the expression is powerfully marked, not only in his waxen sneer and the attitude of his head, thrown back and turned very slightly aside to fling disdain over his left shoulder, but also in the self-controlled pose of the hand and arm that lift the portiere, of the other hand and the arm gently crooked at the elbow, in the calm repose of his coat and the nonchalant, easy lines of his trousers. On the other hand, the Cabinet he leaves behind him one and all seem to say, “We can stand it if you can.” There is some amusement and much sarcasm on all the

faces except the President's, which looks grave and judicial.

Of course, most among the dozens of wax figures to be seen in the next two or three blocks are far short of those in these two groups. There is a sameness about the expressions of the women and a monotony of copper-colored hair. But the thing to note is that there is any expression at all where, half a generation ago, there was, at best, only blank, mechanical prettiness. The artists in wax do not yet seem to have generally realized the passing away of the "sweet" girl. Most of the girls in wax still carry their heads in the old "sweet" way; only a few have taken up the end-of-the-century, aggressively independent poise of head and stretch of neck which proclaims, "Gainsay who dare." These few, for some reason not apparent to the superficial observer, seem to be found on or near Twenty-third street. But whether the women in wax and their male associates are all strictly up-to-date or not, they have nearly all begun to be conspicuously alive. They are no longer "dummies"; the term no more fits them than it fits Mac Monnie's Bacchante. They may not be high in art, but they are genuine art of some degree, and the time is surely coming when to compare a girl's beauty to that of a wax figure will convey no more sting than there now is in the once offensive comparison of a canvas to a poster.—*New York Tribune.*

SOME POINTS.

It is far better and far more sensible for an advertiser who has not previously advertised to start on a moderate expenditure that is well within his means. Nothing is easier than to increase the amount if he finds results justify it. Frequently, however, one sees or hears of an advertiser going doggedly through a contract that he knows is doing him very little good. Even when he realizes this, he does not take the trouble to find out what is wrong and take steps to put it right. The only thing to do is to overhaul the whole business, copy, media, price and every other point, and find out whether the failure to gain success is due to the article or to its advertising.—*London Edition P. 1.*

EVERY medium that circulates is valuable to the advertiser at the proper price.—*Profitable Advertising.*

NOVEL ADVERTISING SCHEMES.

The Citrus and Commercial Advertising Company of Southern California at San Diego is organized for the purpose of advertising the citrus belt and the introduction and sale of its products throughout the United States. The company says:

"It is proposed to issue a 200-page descriptive souvenir of Southern California, illustrated with half-tones of buildings, hotels and places of amusement, to give detailed statistics of all matters of importance, dwelling upon the geniality of the climate, the advantage to home seekers, etc., showing the past, present and probable future development of this section, giving reasons for capitalists to seek investments. It is further proposed to have printed on heavy paper handsome three-colored half-tone pictures of California scenery suitable for framing. These pictures in connection with the souvenir are to be termed a combination. It is the plan to establish agencies throughout the United States for the sale of these in series of 1,000 combinations to each series; two complimentary round trip excursion tickets from any part of the United States to Los Angeles and San Diego are to accompany each series; these to be offered as inducements in the sale of the combination, each purchaser having one chance in five hundred of receiving the excursion ticket. These combinations are to be sold under contract to various agents and dealers at sixty-five cents each and retailed at one dollar, accompanied by one dollar's worth of assorted California citrus products gratis, consisting of a choice assortment of lemon and orange extracts, olive oil, cream of lemon, etc. One-quarter of the gross receipts of each series is to be appropriated in advertising the sale of the combination, also the introduction and sale of citrus products in each county. It is finally proposed to ask the co-operation of the Board of Supervisors, City Council and Chamber of Commerce, both of Los Angeles and San Diego, to hold a mid-winter citrus carnival in both cities in January, 1901, having in Los Angeles a grand industrial exposition and parade, to be followed by a brilliant water carnival in San Diego Bay. This company affirms that after complete organization and six months of operation with \$50,000 capital, they can bring 10,000 free excursionists from all parts of the United States to this celebration; these combined with what should be obtained by the co-operation of the different railroads in giving excursion rates, would probably aggregate 30,000 people, who would spend no less than \$1,000,000 in Southern California; at the same time this section would receive the benefit of over \$500,000, expended in advertising by this company." This is the scheme in detail. On careful estimates the company will receive a net income of from \$100 to \$500 on each county in the United States where the plan is introduced. The company expects to make from \$300,000 to \$500,000 profit on the enterprise.—*The Billboard.*

HONEST enthusiasm is the first requisite of a well written ad.

IN BOSTON.

CHELSEA, Mass., May 1, 1900.

Editor of PRINTERS' INK:

At a recent meeting of the Chelsea Board of Aldermen, Alderman James of that board introduced a resolution requesting the Lynn & Boston Street Railway Company to remove all advertising signs from the exteriors of cars. This resolution was introduced on account of signs which recently appeared on the dashers and steps of the cars, advertising Omega Oil. The signs removed from all cars going through Chelsea, but are still to be seen on all other cars of the company which pass through Boston and other towns without going through this city.

The Star Brewing Company the other day entertained some 1,500 guests at the opening of its new plant with some of its product as well as other refreshments. The guests included the newspaper men, and thus the company was the gainer to the extent of a considerable reading notice. At the same time the name of the new beer was announced as the Star Prize Lager, which had been selected from 6,700 suggestions that had been sent in in response to the company's ad.

Few advertising displays in Boston are attracting more attention than the unique bicycle rider, which pedals on industriously above the second story front of James & Co., the enterprising retail druggists, corner of Washington and Hanover streets. This bicycle rider is a mammoth figure of a man on a wheel, and back of him is a scene along a country lane, where he is supposed to be riding. The rider is nearly thirteen feet tall and rides a wheel nearly fifteen feet long, with wheels seven feet in diameter. The wheels are turned by a shaft run from inside the building and the motive power is derived from a little electric motor. Every purchaser at the store is entitled to a registered guess as to the distance the figure will cover in 30 days, riding for eight hours each day. The day's run will be accurately registered on a cyclometer attached to the wheel. Nearly \$1,000 will be given away in prizes, including a \$250 ticket to the Paris Exposition and return, watches, clocks, silver tankards, bicycles, etc.

F. N. H.

A MILLION DOLLARS.

ST. LOUIS, Mo., May 3, 1900.

Editor of PRINTERS' INK:

It may interest you to know that since we suggested our plan noticed in your issue of May 2 of breaking up the nest of thieves who have been robbing the mail-order houses operating the "trust plan," sixty-four of the principal mail-order houses have written us agreeing to co-operate with us; these houses have called upon us for nearly half a million records, and as the amount obtained from them will average about two dollars in each case, this goes to show that these houses have been robbed through the mails of over half a million dollars' worth of goods in the past twelve months. We remain,

Very truly yours,

THE WINNER,

E. G. Lewis, Bus. Mgr.

IN ONE MAIL.

CANTON, Pa., April 28, 1900.

Editor of PRINTERS' INK:

Inclosed please find two dollars and fifty cents (\$2.50) by money order, for six months' subscription to *PRINTERS' INK*, beginning with the issue of April 18. Please send the paper to Lingletown, Penn. (Dauphin Co.), and don't fail to send me copies of April 18 and 25 (especially April 18).

Yours very respectfully,

JOHN A. FACKLER.

NEW HAVEN, Conn., April 28, 1900.

Editor of PRINTERS' INK:

We inclose herewith check for \$5 in payment for subscription for another year to *PRINTERS' INK*. As the subscription has run out, kindly send back numbers from date of expiration and address as before, to the Register Publishing Company, New Haven, Conn.

We can't keep house without it. Have only existed since it stopped coming.

W. F. HAMBLIN, Mgr.

PHILADELPHIA, May 3, 1900.

Editor of PRINTERS' INK:

Inclosed please find check, to your order, for \$5, covering our subscription from May 9, 1900, to May 9, 1901.

PRINTERS' INK is too welcome a visitor to our office to be without it.

Very truly yours,

N. & G. TAYLOR Co.

THE AMERICAN EXHIBITION.

NEW YORK, May 2, 1900.

Editor of PRINTERS' INK:

On page 1 of your issue of May 2 is an article headed "Agency and Exhibition," telling of a permanent exhibition of American goods to be held in London at which a merchant may exhibit his goods at a certain rate per annum, which assures him floor space and an agency for his goods. I would be obliged if you would let me know where to get further information on the subject. Respectfully yours, J. S.

Write to Pitt & Scott, Limited, 39 Broadway, New York, for a prospectus. —[EDITOR *PRINTERS' INK*.]

THE object of advertising is to get business—not to show the advertiser's brightness.



"Perfect"
Scrap Book

NO PASTE.
SELF INDEXING.

Library Edition, 66¢; College Edition, 40¢; Business Edition, 41¢. Sent postpaid, on receipt of price. All editions 4 1/2 x 7 1/2 inches. Sample editions containing 12 pockets, full size, paper cover, postpaid, 10¢. PERFECT FILM Albums, holding one negative, any size up to 4 x 5, allowing 40% enlargement, postpaid, 50¢. Satisfaction, money, no-questions, half price.

THE PERFECT SCRAP BOOK CO., 152 Nassau St., New York.

THIS ADVERTISEMENT, HERE REDUCED TO APPROXIMATELY TWO-THIRDS OF ITS ORIGINAL SIZE, IS REPRODUCED AS AN EXAMPLE OF HOW AN ANNOUNCEMENT ONLY ONE AND ONE-HALF INCHES IN DEPTH MAY GIVE ALL NECESSARY INFORMATION, BOTH BY TYPE AND PICTURE.

✓ TYPE VIEWS.

The best display types for advertisements in magazines and well-printed journals are the Caslon, Elzevir, Jensen and Bradford Old Styles, the De Vinnés, Howlands, and some of the heavy-faced text letters. For advertisements on daily or weekly papers I would choose the Gothics, of which there is an infinite variety of faces, the Dorics, the Antiques, De Vinnés, and other black-faced letters of the plainer sort. The solid matter should in a measure fit in with the display. Solid matter set in old style Roman fits in with nearly all the old style display lines. The great tendency to guard against is getting the solid matter into too large type. Large type when run in straight paragraphs, instead of being easier to read than smaller type, is actually less legible. Leaded lines are much more easily read than lines set close, and lower case much more easily read than capital letters. So many advertisers think that capitalizing a word lends it prominence. Perhaps it does, but surely at the cost of legibility. The same idea is prevalent regarding italics. When we consider that the italic letter was first used to print words which might be omitted from the text as of no importance, we realize how perverted is the modern notion of italics. If necessary to lend additional force to any word or phrase in the context of an advertisement, I would run it in a blacker face type than the body matter. But I hold that such typographical emphasis is rarely necessary, if the text be well writ-

ten.—*P. C. Darrow, in Profitable Advertising.*

DOES OBTRUSIVENESS IN ADVERTISING PAY?

By Emerson P. Harris.

You can get a man's attention by striking him over the head with a bludgeon, or by striking his auditory, olfactory or optic nerve with some other sort of a club. But is a club a proper instrument to draw trade with?

Does it pay to compel the attention of the reader against the reader's will? After the reader has declined or tried to decline to read an advertisement, is it best to compel him?

As, for instance, by placing the ad practically between the reader's eye and a piece of natural scenery, or so arranging it on a page that it is impossible for the reader to avoid it? Does not the natural resentment of the reader react against the advertiser?

May it not transpire that the read-it-whether-you-want-to-or-not kind of advertising is no more profitable than the disguised advertising which was once so popular and which is now a thing of the past?

Boldness and strength are essential, but ugliness, outlandishness and obtrusiveness are not. The skull and cross-bones are all right on the poison label, but the mission of the ad is not to warn but to attract, interest, instruct and persuade. The salesman is polite and the ad is the silent salesman.

“HANDSOME is as handsome does” may be said of any advertisement.

To Advertisers:

The bona fide circulation of THE INDIANAPOLIS PRESS for the first four months of 1900, to April 30, was 3,101,997, or an average daily issue of 30,116. No premium or inducement of any sort has been made to subscribers, other than the merit of the paper.

PERRY LUKENS, Jr., New York Representative,
Tribune Building, N. Y.

NOTES.

On the 25th of April the Minneapolis (Minn.) *Journal* presented Admiral Dewey a watch which represented the one-cent gifts of about fifty thousand children of the Northwest.

MR. SAMUEL DAVIS writes that the notice of his little booklet called "Types" in *PRINTERS' INK* of April 4th has brought fifty-seven inquiries up to date. He says it demonstrates that *PRINTERS' INK* is read from "Kiver to Kiver."

MR. H. L. ADAMS, advertising manager of the Londonderry Lithia Spring Water Company, of Boston, writes: "As a subscriber and reader of *PRINTERS' INK*, I have a very high opinion of its value to any one interested in advertising."

LYON & HEALY, of Chicago, issue a catalogue of newspaper cuts for the music trade, to be secured by the payment of small sums; it also contains proofs of a large number of Washburn plates, which may be borrowed without any expense aside from transportation charges.

THE Dial, the literary journal of Chicago, celebrates its 20th anniversary with its May 1st issue. The letters of congratulation it prints from the highest names in contemporary literature indicates what an enviable place it has made for itself in its field of literary criticism.

AN advertising bombshell has been patented, comprising a central chamber for the explosive, surrounded by a tube filled with sawdust, the advertising sheets being wrapped around the outside of the tube and designed to be scattered by the explosion of the bomb in the air.—*New York News*, April 29, 1900.

THE DETROIT (Mich.) *Evening News* publishes a souvenir of its city, which is well worth preservation. It is gotten up by the Photochrome Company and gives a number of full-page colored views of attractive features of Detroit, followed by an interesting illustrated history of the *News* itself. Size 11½ by 8¼ inches.

"NESTLE'S MILK" factory is at Vevey, Switzerland, and is a great attraction to visitors, to whom the utmost attention is given. A large gallery has been set apart for the exhibition of the advertising devices employed by the company. The walls are covered with posters and cases and portfolios are filled with novelties employed in all parts of the civilized world.—*The Poster*.

THE NEW YORK *Herald* of May 6th contains an exhaustive description of the new stereotyping machine invented by Henry A. Wood, whereby hand labor is practically eliminated from the stereotyping process and plates produced at the rate of four a minute instead of one in one and three-fourths minutes. The machine at the time of writing had been in use by the *Herald* for a week and had succeeded in making itself exceedingly popular in that establishment.

THE Green Dental Rooms, of Indianapolis, say in their advertisement: "Just because we advertise our prices is no

reason why we have not learned our profession just as thoroughly as the dentist who doesn't. It is a matter of business with us. We advertise because we want the people to know that we charge less for our services than the other fellow. He (the other fellow) does not advertise because he is afraid you would stay away if you knew in advance the fancy prices he would charge. Think it over—or, what is better, come up and talk it over. Costs nothing and may prove mutually beneficial."

GOVERNOR ROOSEVELT has signed the act which is to take effect on September 1 of the present year intended to put an end to the conducting of business under fictitious names, designations and titles. The law provides that no person or persons shall hereafter conduct or transact business in this State under any designation, name or style, corporate or otherwise, other than the real name or names of the individual or individuals conducting or transacting such business, unless some person or persons shall file in the office of the clerk of the county or counties in which such person or persons conduct or transact such business, a certificate setting forth the name under which such business is, or is to be, conducted, and the true or real name or names of the person or persons conducting or transacting the same, with the postoffice address or addresses of said person or persons.—*Advertisers' Guide*.

CONSUL BORDEWICH sends from Christiania, February 16, 1900, a programme of the permanent machinery exhibition which has been opened in that city. Manufacturers, agents and other interested parties are invited to exhibit. The metal, wood-working, spinning and weaving industries will be represented, as well as works in paper, leather, rubber clothing, etc.; also engines. The programme sets forth that machinery, tools, etc., can be exhibited at a low rent in centrally situated rooms. Appliances can be shown in operation without extra expense for driving power. New and patented machinery and appliances may be exhibited and advertised cheaply and effectively. Catalogues of the exhibition will be distributed without extra expense to the exhibitors. Mr. Bordewich advises that new inventions should be patented in that country before shown. Application for patent in Norway should be made within six months after patent is granted in the United States. Import dues are light. Goods should be sent knocked down, if possible, to save freight. For information address the Alfheim Company, St. Olafsgade, 22, Christiania.—*The Wheel*.

EASY TO REACH.

"Suffering cats!" exclaimed the war editor of the yellow journal, "I can't make head or tail of this dispatch from our special correspondent in South Africa." "Neither could I," said his assistant. "James," called the editor to the office boy, "ask the South African correspondent to step in here a moment."—*Times and Standard*.

CONFIDENCE in an advertiser does not grow in one night.

THE ADWRITER.

We boast of our gifted writers whose pens thrill the reading world,
 Whose thoughts from the heights of talent are down to our level hurled,
 Who feed us on mental jewels of beauty and logic rare
 As the flowers are fed from the dew-drops that spring from the cool night air,
 As lights of the world we prize them, without them would life be tame,
 Yet we never applaud the writer who seeks not the meed of fame,
 Who keeps in quick circulation the gold and the silver "scads,"
 Who greases the wheels of business, the genius who writes the ads.

His daily displays are gorgeous, his pages with snap are ripe,
 His thoughts are arrayed before us in bold and attractive type,
 His headings are gems of diction that magnet the scanning eye,
 His phrases are sharp and meaty, yet soft as a siren's sigh,
 His field is a world of flowers from the looms of the peopled earth,
 From the roar of the busy factories; of subjects he knows no dearth;
 He is on to the freaks of fashion, knows all of the latest fads
 In the wonderful world of business, the genius who writes the ads.
 When the paper is brought to the fire-side where the queens of our happiness reign,
 The dear ones we love and cherish care not for the flights of brain
 Of fellows who tell of battles or the scribes of political schemes
 Or the poets who feed our fancies with limpid poetic dreams.
 They skip the big headed flashes that come from the quivering wires,
 Scarce glance at the heads of murders, of accidents, scandals and fires,
 Ignore e'en the deaths and weddings and the acts of society cads
 Till they've feasted upon the banquet of the genius who writes the ads.
 Here's a pat on the back for the fellow who sits at a desk in the store,
 Who never with pen is scratching at fame's ever glittering door,
 Who tells of breath taking bargains, of dazzling, enchanting displays,
 Of drift from the wreck of bankruptcy, of special price slaughtering days,
 His pen is with spiciness sparkling, his work is artistic and terse;
 It touches the hearts of the ladies and touches the depths of the purse.
 He's the idol of daughters and mammas, but the ogre of stingy old dads,
 And he magnets the cash that is floating, the genius who writes the ads.
 —Denver Evening Post.

RURAL COMPARISONS.

Advertising is to the merchant what plowing and sowing is to the farmer. Imagine a farmer trying to raise a crop by sitting on the fence as he looks over a ten-acre field wishing that a nice crop of wheat or corn would spring up in it. Ridiculous, isn't it? But not any more so than the merchant who hides a stock of goods away in a store-room and then sits on the counter, hoping that people will come in and buy.
 —Blairsville (Pa.) Courier.

THE ORIGIN OF "PUFF."

A correspondent of **PRINTERS' INK** sends the following information without giving any indication of its source, and it is given for what it may be worth: The word "puff," as indicating a newspaper paragraph of praise, originated in France. In the last century ladies wore an extraordinary kind of head-dress called "pouf," in which the hair was raised high over horsehair cushions, on the principle of the modern pompadour, ornamented with full-rigged ships and other grotesque designs. In some instances this artificial inflation had an especial significance. The Duchesse d'Orleans, on her first appearance at court after the birth of a son, wore a pouf, which represented, in gold and enamel, a nursery, a baby, cradle, nurse and basket of playthings—a veritable announcement by the lady of what had happened. Another lady, Madame d'Egmont, the daughter of the Duc Richelieu, after her father had captured Fort Mahon, wore in her pouf a little fortress worked in diamonds, with mechanical clockwork sentinels. The exaggerated egotism of the pouf is the primary idea in the modern application of the word—an inflated blast upon one's own trumpet.

W. POWELL.

Mr. W. Powell, proprietor of "Yorkshire Relish," whose death took place recently, started life as a draper's apprentice in West street, Leeds. He was born at Market Weighton, in 1853. After leaving the drapery business he became associated with the late Robert Goodall, the founder of the present firm, who kept a druggist's shop in Wade lane. He was one of the most laconic of men. An advertisement agent tells a good story about him. He called on him nearly every week for seven long years, and the only conversation that took place between them on each occasion was: Agent—"Anything for the Daily—?" Mr. Powell simply replied: "We are not giving out." Having served his seven-years' term, the agent was one day quite surprised when, instead of the usual stereotyped answer, came from Mr. Powell the words: "Step behind; I've an order for you." He did, and the order ran into over £300. That connection, opened in so peculiar a way, continues to this day.—*Drapers' Record*, London, E. C.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISEMENTS for the **EVENING POST**, Charleston, S. C.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE **EVENING POST**.

WANTED—To hear from religious newspapers and county weeklies who will exchange advertising space for a handsomely bound copy of the "Life of Dwight L. Moody." Address THE VIRGINIA MAGAZINE, Winchester, Va.

PRINTER, college and professional education, experienced in newspaper work, sober, industrious, capable, good business man, desiring to return West, seeks position as manager or editor of daily in good Western town. Address "C. N. L." care **Printers' Ink**.

POSITION as traveling advertiser for reliable firm. Place contracts with papers, distribute samples, etc. Any territory—Southern or Western States preferred. G. G. PIKE, Columbia, S.C.

ORDERS for 5-line advertisements 4 weeks \$10, in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes **PRINTERS' INK** for one year.

FERNALD'S NEWSPAPER MEN'S EXCHANGE is not an agency for incompetents. Over 50 per cent of its candidates are college graduates, with from three to fifteen years of practical newspaper experience. Over 85 per cent are already in positions, but seeking advancement. Correspondence with employers solicited. Telephone 639-2. Office, 15 Cedar St., Springfield, Mass.

WANTED—A high class circulation manager, to take exclusive charge of the circulation department of one of the largest and best known Republican dailies in the Middle West. A good opening for the right man, but unless you have had successful experience in handling a circulation of some high-class daily, do not reply to this advertisement. "S. L. B., Printers' Ink."

CORPORATION CHARTERS.

WEST VIRGINIA Charters.
W. H. LOPI, Att'y, Washington, D. C.

ADDRESSES AND ADDRESSING.

MAILING list of 6,000 sportsmen, ready for use, #6. ED. F. HABERLEIN, McPherson, Kan.

MAILING MACHINES.

THE BEST, a labeler, '99 pat., is only \$12. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo, N. Y.

ADVERTISING PUBLICATIONS.

BRAINS is an advertising and store manager in itself. Send 10c. for sample copy to BRAINS, New York.

PHOTO ENGRAVING.

FOR circulars giving rates and showing samples of good photo engraving, write THE STANDARD ENGRAVING CO. OF NEW YORK, 61 Ann St.

SUPPLIES.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

TRANSLATIONS.

A NY live language, by experts. Prompt work. Highest references. Write for booklet and rates. MONTREAL TRANSLATING BUREAU, Box 187, Montreal, Que.

BOOKS.

A POSTAL CARD will get our wine cookery book at special list. If you like good things to eat and drink, send for it. C. F. SWEZEY, with Brotherhood Wine Co., New York City.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 595 Broadway, N. Y.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued March 1, 1900. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & Co., 10 Spruce St., New York.

TO PUBLISHERS.

INCREASED circulation guaranteed to weeklies publishing my copyright serials. Will write New York letters to order; furnish required original articles. Terms easy. Address EMERSON BENNETT, 82 Ashland Pl., Brooklyn, N. Y.

LEASE FOR SALE.

WILL sell lease of a thriving Democratic paper in Kentucky for \$150 cash. Clears \$50 per month. "XENOPHON," care Printers' Ink.

NEWSPAPER METALS.

ARE you satisfied with the stereotype, lineotype, electrotypes or monotype metal you've been using? We can furnish a exact duplicate. Or can supply a temper that'll fix it up if it needs it. Send sample for analysis—no charge for that. E. W. BLATCHFORD & CO., Fulton & Clinton Sts., Chicago. "A tower of Strength."

HALF-TONES.

PERFECT copper half-tones, 1-eol., \$1; larger, 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER PORTRAITS, line or half-tone, single column, \$1.00 each. Best quality; prompt delivery. Write for circular—it may interest you. INTERNATIONAL ENGRAVING CO., 1520 1522 Market St., Philadelphia, Pa.

NEWSPAPERS WANTED.

TO SELL A NEWSPAPER business to best advantage, the first thing is to find the man it fits. We have hundreds of applicants. Some of them will fit most any good publishing business offered at fair price.

To buy a newspaper adapted to your needs, come where they are sold. We have a great variety.
EMERSON P. HARRIS, 150 Nassau St., N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 108 Spruce St., New York. Service good and prompt.

SUPERIOR engravings: promptness; lowest prices. ART ENGRAVING CO., Washington, D. C.

CUTS—We tell you how to make them for \$1. No camera, no tools, no experience required. Particulars for stamp. C. D. LOVE, Coshocton, O.

WE make designs, illustrations and engravings for catalogues, book covers, pamphlets, magazine and newspaper advertising. Sketches submitted. INTERNATIONAL ENGRAVING CO., 1520 1522 Market St., Philadelphia, Pa.

ADVERTISING NOVELTIES.

A D-PAPER WALLETs. Write to CHICAGO ENVELOPE CLASP CO., Niles, Mich.

SEND for samples of our advertising puzzle cards. They bring results. We give a prize for every answer. THE SPECIALTY SYNDICATE, 307 Broadway, New York.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

TRICYCLE wagons for merchants, \$40; lettered to suit. The most highly finished bicycle in the world, \$35 cash, list \$50. Output limited. To few first-class agents. ROADSTER CYCLE SHOPS, Camden, N. J.

FOR SALE.

MEALS sold, bought or exchanged. ROBERT SNIDER CO., Medalists, 145 Fulton St., N. Y.

SIDNEY folder, \$60; cost \$175; good as new; folds size up to 36x48. "S. F." Printers' Ink.

STONEMETZ perfecting press and stereotyping machinery, 8,000 per hour, four or eight pp, cheap; \$1,000. ENTERPRISE, Brockton, Mass.

FOR SALE—A Q. Q. Cox Duplex Angle Bar Press. All the latest improvements. Run lit the cover a year. Requirements demand a stereotyping press, reason for sale. "T." Printers' Ink.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, our attention will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

ADVERTISING MEDIA.

NICKELL MAGAZINE, Boston.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

SUBSCRIPTION premiums wanted. FARM AND TRADE, Nashville, Tenn.

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

NICKELL MAGAZINE guarantees its circulation claims, under a \$1,000 forfeit.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

KEEP your eye on FARM AND TRADE, Nashville, Tenn. It's growing. Only 10c. a line now.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 9c. line. Circ'n 4,500. Close 24th. Sample free.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

A WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

THE Southern farmer boy swears by FARM AND TRADE, Nashville, Tenn., the only paper in the world published in his interest. 10c. per agate line.

NICKELL MAGAZINE ad rates, 30c. agate line; \$30 page; 5, 10 and 20 per cent. dis. on 3, 6 and 12 mo. orders; the lowest magazine rate. Figure it out yourself.

TO reach the prosperous farmers of the South try FARM AND TRADE, Nashville, Tenn.; 10c. per agate line. Forms close 25th of month preceding date of issue.

THE only farmer boys' paper in the world is FARM AND TRADE, Nashville, Tenn. If you want to reach that class the best and only medium is FARM AND TRADE. Rates 10c. per line.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,683 weekly, among wealthy ranchers; growing rapidly; 5c. agate line; no medicine ads.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$50; 600 inches, \$80; 1,000 inches for \$155. Additional charges for position and breaking of column rules.

ABOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

DER HEROLD DES GLAUBENS, of St. Louis, Mo., a Catholic weekly, founded in 1850, proves a circulation exceeding 30,000 copies weekly. Rate, 70 cents per inch on 3 or more insertions. Discounts, 10 per cent on 104 inches; 15 per cent on 350 inches; 30 per cent on 520 inches—a lower rate than is offered by any other religious paper in the United States on guaranteed circulation. Write home office or OTTO KOENIG, Eastern Agent, 737 Park Row Building, N. Y.

PERFECTING PRESS FOR SALE.

WILL print 6, 7 or 8 column, 8,000 to 10,000 per hour, printed and folded papers. Press is guaranteed by the makers and present owner. Also a full stereotyping outfit. Can be bought at a very reasonable price and has been used but very little. Address C. F. DAVID, Abington, Mass.

NEWSPAPER BARGAINS.

MAKING \$4,000 a year in Massachusetts. A chance of a lifetime brought about by sickness. Weekly 2,350 circulation; monthly 14,500 circulation. \$2,500 or more cash—balance easy terms.

\$2,500 buys a profitable, reliable weekly and job business within 75 miles of Albany.

\$1,300 buys a N. Y. State weekly doing a profitable business. See it and you will buy it.

\$2,000 buys a reliable weekly in a large, thriving New England town—easy terms.

\$3,500 buys a reliable Democratic weekly in Wyoming. Shows a profit of \$1,800 a year, with the field not half plowed.

\$5,000 or more down—balance on easy terms—buys a great daily proposition. Doing a prosperous business in one of the most thrifty, fast-growing cities in Massachusetts.

Dailies and weeklies in 37 States. Send for my special list. Any reliable properties for sale.

"David" knows about them. What do you want? Wanted—By clients, reliable weekly properties at from \$3,000 to \$6,000 in the Eastern States and West.

C. F. DAVID, Abington, Mass., Confidential Broker, and Expert in Newspaper Properties.

ADVERTISEMENTS CONSTRUCTORS.

J. HOWLAND HARDING, 1545 Broadway.

EDITH R. GERRY, 111 Nassau St. Ads. Booklets. Pictures.

SMALL ADS made strong. GEORGE H. HAYWOOD, 9 Amity, New London, Conn.

30 A MONTH for ad a week. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

SNYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

6 ADS, any size, 50 cents. Send me a little data, size your space and 50c. Your money back if they don't suit. GREENE THE ADMAN, Oil City, Pa.

81.50 PER month, one ad per week. If they don't suit, don't pay. Sample, 5c. Write me. GREENE THE ADMAN, First Nat'l Bank Bldg., Oil City, Pa.

THE ads that add most to the sales of advertising pharmacists are written by the MEDICAL ADVERTISING BUREAU, 100 William St., New York. A pamphlet written by them is a positive profit producer. Just inquire.

WE are doing effective work for one of the largest advertisers in the country and several smaller ones. Our work isn't cheap—it's satisfactory and worth every dollar it costs you. Sensible artists and typographers and the best printing equipment obtainable at our service. We can be profitable to you. THE WINNER GOES, Box 184, Rockford, Ill.

I DO not work advertising miracles, do not even claim to, nor do I offer brilliant publicity, "the real thing," at "cut rates." I depend solely upon the contagion of samples of my work to inoculate those who see them with desires for something of a like nature. I make catalogues, price lists, circulars, mailing lists, newspaper and trade journal advertisements, etc., etc., and invite correspondence from any one interested beyond the postal card limit. FRANCIS I. MAULE, Commercial Literature, 402 Sansom St., Philadelphia.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the most beautiful graphical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

We are so Full,

*about what we can now offer you than
a few facts. These facts*

CAR ADVE

in the Brooklyn

The best equipped, the greatest and finest all

It runs direct to New York.

It is the most prosperous line running—13.

**The advertising cards are the largest. in si
lines are 11 x 21 inches).**

The cards are displayed in concave racks, n

\$118.80 a month will give you a card in eve

If you want a poster display on the stations, it costs little and does great good—126 stations for \$100.00 a month.

You get in good company, for example: Carter's Little Liver Pills; American Tobacco Co.; New York Journal; Mail and Express; Commercial Advertiser; New York Herald; New York World; Quaker Oats; Sterling Pianos; Franco-American Soups; Pierce Bicycles; Nearsilk;

Leeds &
Ripans
Shore
Sarsapa
Tr
them, s

GEO. KISSAM & Co., 253 BR

l, of Enthusiasm

*you that we've simply got to unload
e facts are in regard to*

VERTISING

klyn "L" Road

finest all-'round line in Greater New York.

ing—135,000 daily passengers.

st. in size, 16 x 24 inches (cards in other

racks, making them much easier to read.

d in every car on the line.

reat Leeds & Catlin Phonograph; Castoria; Ayer's Pills; Harper's Magazine;
ills; Ripans Tabules; Preferencia Cigars; Wilbur's Cocoa; Cascarets; West
om- Shore Railroad; Spencerian Pen; Ivory Soap; Rambler Bicycles; Hood's
ats; Sarsaparilla; H-O; Heinz Pickles, and many others.

ilk; Try it! It's cheap and it's good. Particulars cost nothing; write for
them, and we'll promise not to worry you to death after we hear from you.

53 BROADWAY, NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of adv. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 16 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE ST.
LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

NEW YORK, MAY 16, 1900.

PRINTERS' INK will shortly award a Fifth Sugar Bowl to that weekly paper which, all things considered, is believed to give an advertiser a better service, in proportion to the price charged, than may be had from any other weekly issued in the United States. Publications that deem their merits in this direction to be such as to make them eligible to win the Fifth Sugar Bowl are invited to set forth the facts for publication in PRINTERS' INK.

THE Osgood Company, of Chicago, offers to advertisers what it calls nickeltypes, which are made by the same process as electrotypes, except that the printing surface is of nickel. It is claimed that this furnishes a printing plate greatly superior to the ordinary electrotypes in wearing quality and in its capacity to reproduce the fine lines of the finest half-tone. The price of a nickeltypes is about 25 per cent more than an electrotypes; but it is asserted that this increase is many times offset by its greater wearing quality. It is related that the *Ladies' Home Journal* recently experimented with the new plate and found it to outlast three electrotypes, while still being in perfect condition after having made 307,000 impressions. The Osgood Company sends out a circular containing two pictures, one printed from a nickeltypes and the other from an electrotypes and defies advertisers to state which is which.

GETTING inquiries is not necessarily getting business.

THE second annual meeting of the National Association Managers of Newspaper Circulation will take place in New York City, June 11th and 12th. The secretary says it is to the interest of all publishers of newspapers to have their circulation managers present at this meeting. When the association was first formed PRINTERS' INK endeavored to secure some information as to its objects, but the inquiry received the distinction of being completely ignored. The programme for the present meeting had not been prepared at this writing; it may, when issued, shed some interesting light on this topic. How to cast abroad the impression that a newspaper has several times the circulation it really possesses is a subject that will probably not be discussed.

THE Jacob Dold Packing Company, of Buffalo, N. Y., makes the following interesting remark in one of its folders:

Beware of being offered too much for your money. Some things are too cheap in quality to be anything but dear in price.

An advertising novelty gotten out by this company is a letter addressed to themselves, inclosed in an envelope, which contains a canceled postage stamp and has been slit open at the top. Upon close examination, you discover that the letter, as well as the address of the company and the postage marks on the envelope, have been produced by photography, while the canceled postage stamp has apparently been secured from an envelope which had previously gone through the mails. The letter itself is a photo-engraving of a patron's testimonial. It is all very original, although its value from an advertising standpoint is probably in an inverse ratio. The same cannot be said of the Dold booklet, which expatiates upon the advantage of having canned meats in the house, thus doing away entirely with the worryment on account of the arrival of unexpected guests. The cans and meats are shown in the natural colors and—they make your mouth water.

SENATE Document No. 303 is a protest of the American Baking Powder Association against legislation prohibiting the sale of baking powder containing alum. It is an interesting and convincing memorial, whose interest to advertisers lies in the light it casts on the prejudice against alum which the advertising of the Royal Baking Powder Company has been able to create. The campaign of the Royal in this connection appears to have been as insidious as it has been persistent. One of the plans emphasized in the memorial is the publication, as reading matter, of articles telling of the poisoning of families or individuals by the use of alum baking powders. The agreements made by the Royal Company with newspapers are said to have provided for the publication, as pure reading matter "on local or news page, set in same size and style of type and with the same style of heading as the pure reading adjoining, to be surrounded by pure reading and without date or anything to designate them as paid matter, and with the express understanding that they are not, at the date of publication or afterwards, to be designated or classed by any article or advertisement in your paper, as advertisements, or as paid for, or as emanating from us." In addition the contracts are asserted to have usually provided that the publication of any matter detrimental to Royal interests should be construed as a violation of the contract. Two of these articles are reproduced in the Senate memorial, also a certificate from one family alleged to have been poisoned, stating that the poisoning was arsenical, not alum, and that they have always used and are at the present moment using, an alum baking powder, without injurious effects. If it should be definitely established that alum has been maligned and success attained in dissipating the prejudice against it, a large amount of new advertising will come to newspapers. At the present moment such a result appears to the ordinary observer not only possible but probable. It is certainly worth trying for.

Finance, of Cleveland, Ohio, says that the people who read "yellow journalism" are foreigners who had no liberty and very little money in their native land and who do nothing here but complain of conditions which would have been hailed as paradise on the other side. Concerning the kind of journalism which induces this state of mind, *Finance* has this to say:

This sort of journalism in its extreme form is perpetually calling upon the dear people to rally against capitalistic oppression. It sympathizes with all strikes on principles. It stigmatizes all seekers of public franchises as dangerous men and corruptionists. It sneers at political ambitions in men whose brains have earned money and whose executive force has built industries. It proclaims a taint and a designing motive on gifts bestowed by men of means to cities and institutions. It does not confine its headlines to a succinct epitome of the featured news, but uses the largest type and the tersest and most effective expressions to dramatize. It declares "The Will of the People Thwarted," or "Franchise Grabbers Rebuked," over news matter which inherently has two sides to it. The article is also colored with the partisanship of the headline. What is the effect? These things have their weight. The headlines, reiterated, come to burn their way into the mind. The suggestion is finally absorbed and becomes a fixed mode of thought.

TWO INQUIRIES.

PHILADELPHIA, May 4, 1900.

Editor of PRINTERS' INK:

Please be kind enough to give us the names of the largest circulated journals devoted to the interests of manufacturers of textile fabrics in England. Also titles of journals that circulate largely in the United States among camera makers and surgical instrument dealers. Yours truly,

M. ZINEMAN & Bro.

The 1900 edition of Sell's Dictionary of the World's Press, issued in London, gives the following list of publications devoted to "textile manufacture," all issued in London, except the *Textile Manufacturer*, which hails from Manchester:

Drapers' Record, S., 1d.
British Warehouseman, monthly, 6d.
Cotton Gazette, weekly, 6d.
Irish Textile Journal, 11s 6d per annum.
Textile Industries, monthly, 10d.
Textile Manufacturer, monthly 1s.
Textile Recorder, monthly, 1s.

In regard to the second inquiry, the editor of the American Newspaper Directory, when applied to, said he knew of the existence of no such publication.—[Ed. P. I.]

IN THE RIGHT PLACE.

By George Henry Smith.

The best way to judge of the character of those who read newspapers is by the letters sent to the editor. For example, those which are sent to the New York *Sun* are well written and bespeak the tone of the *Sun's* readers. The same with the *Times* and I may say the *Tribune* also. Take the letters to the *Journal*, especially the evening edition, and they show clearly the class of people who read that paper. An advertiser may prefer to reach the lower or working class, and in case he does, he should use the right mediums, and furthermore, write advertisements which will appeal to those who are not so particular about grammar, but who are fond of the big Gothic letters printed in red. The mail-order business demands a careful study of mediums and their readers. Recently I put an advertisement in an excellent mail-order paper, costing \$2 per line. I simply started off with "Send 10 cents for a cake of Blank's Soap, the only soap which softens, whitens and beautifies the skin, etc." I heard some from the advertisement, but the returns were not as gratifying as later.

I changed the advertisement to read, "Working about flowers causes chapped hands. Keep your hands soft and white by using Blank's Soap," etc. I put this in a magazine which goes to people interested in flowers. The advertisement cost me 50 cents per line and brought me 75 per cent more returns than the one costing \$2 per line. Every woman who

read the advertisement realized what it said was so—that working about flowers does cause chapped hands and a remedy for them would be appreciated.

Working on the same plan, I am going to place an advertisement of the same soap in magazines read by those who are interested in needle work. Those who use silk know how essential soft hands are, so that the silk will not catch in the rough places.

I believe a separate copy should be written for each magazine used. Some of the advertisements in the cheaper mail-order journals or the cheaper city dailies sound strange to those who are educated, but to readers they sound all right and have a pulling power.

Another point in this connection: If you have something which requires the confidence of prospective customers see that you select mediums that are reliable. I know of advertisers who get letters right along saying, "I saw your advertisement in the *Outlook* or the *Youth's Companion* and I know it is all right."

Certain papers seem to have a pulling power. The people who read them answer advertisements. A notable example is the *Ladies' Home Journal*. Its readers seem to have an appetite for whatever they see advertised in the *Journal*.

When a business man gets an idea there is nothing more to conquer, or that advertising of any sort won't help him, he simply grants territory and rights to his advertising competitors and gives them an unhampered opportunity, not only to cultivate the trade already in their possession, but to secure all the new trade the field offers.—Barnhart & Swasey.

AT this office, 10 Spruce Street, New York, the Geo. P. Rowell Advertising Agency keeps on file the leading daily and weekly papers and monthly magazines; is authorized to receive and forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

HOW IT OPERATES.

For many years
My ad appears
In colors soft and mellow.
Results come in,
I've loads of tin—
Oh, I'm a lucky fellow!

Then one day, sad,
I stop my ad,
"I'm known," myself I tell, oh!
And still come in
Results and tin—
But to the other fellow!
—Profitable Advertising.

INFLUENCE OF RAILWAY ADVERTISING.

Within a week from the day that the Paris Peace Commission adjourned, more than one American railway had ordered the engraving of its maps to include the West Indies, the Hawaiian Islands and the Philippines. The description of the beauty of our American lakes and valleys, the magnificence of our rivers, the grandeur of our mountains, the fertility of our soil, the wealth of our mineral resources and the superiority of our manufactures, with which our railroad advertising is filled, has been of incalculable value to the export trade of the United States. It has induced thousands of foreigners to visit every section of our country who otherwise would never have come here. It has been the means of the investment in the United States of untold millions of foreign capital. It has been one of the strongest aids to the expansion of American commerce in every direction.
—George H. Daniels.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

CONNECTICUT.

THE NEW LONDON DAY is rapidly nearing the 5,000 mark. No other Eastern Connecticut paper prints nearly as many copies.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL is a profitable medium for advertisers to reach the best class of people living in the smaller towns. Circulation for June over 150,000 copies. Forms close 15th of month. Rate, 60c flat. Send for sample copy and full particulars. W. B. CONKEY COMPANY, Chicago, Ill.

MAINE.

WE never have any trouble getting a rating in Kow-W's exactly as we send it—doesn't cost a cent. Our circulation is worth exploiting too. And we treat advertisers alike—one flat rate to all. Are you with us! COURIER-GAZETTE, Rockland, Me.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. F. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 33,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

To Protect Its Readers

THE JOLIET NEWS recently received a small classified advertisement from a Scranton, Pa., man. Asked to furnish evidence of reliability and credibility for his scheme, he "flew into the air," and indignantly wanted to know if this was a Sheldon paper. He was told the paper was indeed run on the old-fashioned golden rule plan, and it had to return two lots of postage stamps to convince the gentleman of the fact, one lot being lost somehow. THE NEWS does not wish to be captious or narrow, but it is considered good investment to continue to refuse fly-by-night schemes, and the wholesome ones get the best in the establishment.



If
You're
in the
Dark

as to how
to prepare
your ad-
vertise-

ments, circulars, booklets and catalogues, write to me for information—I can assist you. The light of years of experience has made the entire subject perfectly clear to me.

The advantage of dealing with me is that I attend to the whole business. I write, illustrate, print, bind and deliver a job complete. I relieve you of all trouble. One order, one check, does the business. Write me and let me know what you want.

WM. JOHNSTON,

Manager Printers' Ink Press,
10 SPRUCE ST., NEW YORK

**BETTER
THAN EVER.**

Judicious, conscientious editing has made

**Sports
Afield.**

(now in its 14th year) much the most popular magazine of its class in the country. In the Far West, the Northwest, the Pacific Coast and the Dominion of Canada it has a vast field practically all its own. No other outdoor magazine has so sure a hold on the interest of the whole family. If you think we are bragging, send us your address for a free sample copy. Judges of good reading take to it at once. Without exception, every advertiser in SPORTS AFIELD is reliable, honorable, high-grade. No fakes or "Cheap John" schemes are ever admitted into the great Sports Afield Family. Refer to any business house in Chicago, Omaha, Denver, Los Angeles, Seattle.

Advertising Rates:

One inch, \$4; two inches and over,
\$3 an inch. Page is standard mag-
azine size.

SPORTS AFIELD,

Suite 1400 Pontiac Bldg., Chicago, Ill.

Latest Information

CONCERNING NEWSPAPER CIRCULATIONS.

INVALUABLE for advertisers. AMERICAN NEWSPAPER DI-
RECTORY. Published March 1, 1900. 32d year; 1st quar-
terly issue; 1424 pages. Price five dollars. Delivered,
carriage paid, on receipt of price. GEO. P. ROWELL & CO.,
Publishers, No. 10 Spruce Street, New York.



500,000 CIRCULATION,
Guaranteed and Proven.

This new and valuable circulation has been obtained in the past two years by wide-spread advertising and giving of attractive premiums.

\$1.50 PER AGATE LINE.

POPULAR FASHIONS circulates among 500,000 paid subscribers in

the country and the country towns. It carries a large amount of advertising and

ALL ITS ADVERTISERS SAY IT PAYS.

RECOLLECT! In all recent estimates made by judicious advertisers as to relative returns and cost of hundreds of advertising mediums, the place at the head of the list has been awarded to POPULAR FASHIONS as yielding the best returns based on the cost. Send orders through your agency or direct.

POPULAR FASHIONS COMPANY, 79 Fourth Ave., New York City.



FROM
**NEW YORK TO
WASHINGTON,
D.C.**

COPIES
OF THE
SPRINGFIELD,
OHIO,

**Daily
Press**

printed during the month of
March, 1900, would extend from
New York to Washington, D. C.,
in an unbroken sheet 23 inches wide.
There were printed 193,024, or an
actual daily average of

... 6,225

This statement is guaranteed by the Citizens'
National Bank in the sum of \$1,000.

*Eastern Representative, The Springfield Pub. Co.,
H. D. LA COSTE, 38 Park Row, New York. SPRINGFIELD, OHIO.*

The Evening Journal

JERSEY CITY, N. J.

Goes into over thirteen thousand families in
Jersey City and is a guest in over eighty per cent
of the English speaking households in the city.

Average daily
circulation in 1899, **14,486**

Average daily circulation for three
months ending March 31, 1900, **15,140**

MAY — This is the month of months to prepare your advertisement
for the **SUMMER MONTHS**

What can be a better
medium than the

National Sportsman,

which goes directly to the Camps, Summer Cottages and Hotels?

Write for rates and sample copy.

NEW ENGLAND SPORTSMAN PUBLISHING CO.,

15 EXCHANGE STREET, BOSTON, MASS.

In My Own City

My New York City sales are one-third of my total sales, which goes to show that my trade is best where I am best known, and that I get most customers at the point where buyers have best facilities for comparing what they get of me with what they obtain from other dealers. I averaged over 680 orders a month for the past twelve months, which is a gain of 25 per cent over the previous year. The printers find it very convenient to be able to buy just the quantity needed on a small job, and feel pleased to know that they don't have to pay exorbitant prices for the privilege. When a printer wants his inks in collapsible tubes I charge 5 cents extra for each $\frac{1}{4}$ lb. tube. One of my competitors advertises that some inks cost ten dollars a pound because they are worth it and are expensive to make. Any printer foolish enough to pay this price must be a Rip Van Winkle, and deserves to have a commission appointed to inquire into his sanity. Send for my price list, or if you have bought any of the ten-dollar ink mail me a small sample, and if I don't give you as good an article, or better, for one-fifth of that price, I won't ask for any more trade. I do not want catch-penny orders as I am in business to stay. I have served six years selling ink, and hope to continue for many more.

ADDRESS

PRINTERS INK JONSON,

13 SPRUCE ST.,

NEW YORK.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

Advertising should be good enough to stand on its own merits as Simon-pure advertising and nothing else. The ad that gets away by giving the impression that it is a sweet little pastoral or etching, or word picture, or something utterly remote from what it really is, and leads the reader on until he runs up plump against some one who has been snatched up from the grave by two or three bottles of the remedy in question, simply disgusts and annoys the reader. Besides, the reading public has now become so well trained that it looks to the end of the article for the tell-tale "Adv." or the three asterisks, which proclaim only too plainly in every self-respecting paper that the trail of the advertising serpent is over it.

* * *

A careful perusal of the advertising of the American Bicycle Co. leads one to conclude that it is nonsense to pay more than twenty-five dollars for a wheel.

An ad of the Imperial Bicycle says:

"All that capital, skill and integrity offer is assembled in the 1900 Imperial Wheels. Prices, \$25, \$30, \$40, \$45."

What is the use of paying forty-five dollars when all that capital, skill and integrity offer is assembled in a twenty-five-dollar wheel?

To be sure, this statement may be inaccurate, for in another advertisement of the same concern is the following insertion:

"Tests have proven that the method of transmitting power by bevel gears, as used in the Monarch Bicycle, is superior to all others. Monarch Bevel-Gear Chainless, \$60."

The apparent discrepancy between these statements may be explained by saying that some of the good points in the Monarch Bicycle were put there by something else

beside "capital, skill and integrity." There is such a thing as Diabolical Ingenuity; possibly that's what put the superior quality into the Monarch Bevel-Gear, and with that added, possibly the Monarch Wheel is worth more than twice as much as the Imperial.

Thus the question might be settled with little trouble were it not for other disturbing elements. For instance in advertising another one of the wheels it makes, the American Bicycle Company says:

"The real worth in a bicycle must not only be seen in the style and modest rich finish, but should be felt in the running, easy running. Rambler Bicycles have always had the reputation of being the easiest running, hill climbing and coasting wheels, because of their accurate bearings and the careful attention given to designing and adjusting the important 'little details.' Rambler price, \$40."

Compared to this remarkably comprehensive claim to all good bicycle qualities, the modest remarks about the Monarch sink into insignificance, and we are forced to conclude that it would be unwise to pay sixty dollars for a Monarch when a Rambler can be had for only forty dollars.

The difficulty, however, is that the Crescent Wheel is announced by the manufacturers as a

"perfect hill climber, no lost motion in revolving the crank, no lost power in propelling the wheel—but steady, regular speed up any hill." They last longer—they are the most economical bicycles to purchase. Prices, \$60 and \$50."

Of course they cost more than the Rambler, and for that reason it would seem wise to stick to the Rambler, for surely if the maker says the same things about each

there can not be much choice in the matter of quality.

On the other hand there is the good, old, time-tried idea that one must pay a good price for a good thing and therefore one turns with some degree of interest, not to say excitement, to the announcement that

"Clipper Bicycles save your strength. You can cover the same ground with less energy by using the Clipper Bevel-Gear Chainless. Price, \$60 and \$75."

Now, if I can cover the same ground with less energy by paying a little more money I would be perfectly satisfied to do it were it not for the disquieting statement in the Imperial ad next door, that "all that capital, skill and integrity offer is assembled in the Imperial Wheel at \$25." To be sure, in these days of fifty-million-dollar bicycle trusts, fifty dollars shrinks to insignificance, but what's the use of feeding it to the octopus? I have a horrible fear that somebody slipped something good into the Clipper Wheel when the American Bicycle Co. was not looking. Maybe it was something that was not offered by "capital, skill and integrity." You wouldn't expect poverty, awkwardness and dishonesty to make a very good bicycle, but you never can tell.

Things are not always what they seem.

And when a concern of such octopusian proportions as the American Bicycle Co. makes so many varying statements about its product it would seem that the thing to do would be to shut one's eyes and take the first bicycle that came along.

The criticism to be offered on most advertising is that it doesn't give the reader enough information. The trouble with the American Bicycle Company's announcements is that they contain entirely too much information.

One of them says:

"You will never know the full charm of spring and summer until you own and ride a Cleveland."

This casts very serious reflections on the Monarch, Crescent, Clipper, Columbia and the rest of them, and I am led to doubt the

truth of the statement by the picture which adorns the ad. It represents a young woman who has ridden out into the country on a Cleveland wheel and has climbed up into an apple tree to rest.

The Cleveland Bevel-Gear models cost \$75; the Chain Wheels, \$40 and \$50. I don't know whether or not you get as much of the charm of spring and summer on a forty-dollar Cleveland as you do on one at seventy-five dollars. If so, why this difference in purse? If not, why not?

In talking about the Crescent bicycle the American Bicycle Company says:

"Why buy any other wheel when you can get a Crescent for the same money? The perfection in bicycle construction is demonstrated in the smooth running qualities of the Crescent Bevel-Gear Chainless. Price, \$60."

That seems to be absolutely unanswerable.

If it were not for the Imperial ad, with its glitteringly sweeping statement, coupled with the price of twenty-five dollars, we might settle on the Crescent and be happy.

Apparently the American Bicycle Company doesn't think much of the Columbia bicycle. All it has to say for this wheel is perfectly calm and reasonable, and not once in talking about the Columbia is it said to be the "best" or the "easiest running" or the "perfection in bicycle construction." To be sure the Columbia ad gives some definite and sensible reasons for purchasing that wheel, but it's no use—business is business, and money talks. "Capital, Skill & Integrity" ought to be able to build as good a wheel as anybody else and the American Bicycle Co. can't get us to give up seventy-five dollars.

Another advertisement seems to indicate that the American Bicycle Co. really does think that the Columbia is the best bicycle, for beside a picture of the Columbia wheel is printed the remark, "A woman is as much entitled to the best bicycle as is a man." In one corner of the ad is a picture of a

young woman, surrounded by apple blossoms and violets, looking as if she were trying to look as if she really knew something about the "full charm of spring and summer," which is said to be one of the perquisites of the Cleveland wheel. In fact, the apple blossoms seem to have come off the same tree that the Cleveland girl roosted in, and, as a matter of fact, as both young ladies are employed by the same concern, it wouldn't really be very surprising if they were one and the same girl.

The truth is that after one has read the various announcements of the bicycle trust he is in a fit state of mind to go as far as possible away from that concern and buy a wheel from some manufacturer whose ideas are not so badly mixed.

It really doesn't seem possible that a wheel at twenty-five dollars, one at forty, one at sixty and one at seventy-five should each and all be the best wheel and the easiest hill climber. It looks as if the American Bicycle Company were trying to claim everything in sight for every wheel it makes, and it really would seem that a little bit of truthfulness in the advertising might, with profit, be joined to the "capital, skill and integrity" that are used in making the wheels.

Just what earthly good there is in taking a full page in *Collier's Weekly* and filling it with announcements of about ten bicycles, nearly every one of which is better than all the others, is something that the innocent spectator cannot quite figure out. If the entire page had been taken for one wheel, and a good, strong story told, it would be likely to produce some effect. Then the wheels that were left out of this advertisement could be put into other magazines each by itself, so that there would be no conflicting statements next door to each other.

* * *

In its April issue *Profitable Advertising* had an interview with Edgar A. Gove, the Providence (R. I.) advertising agent. Among other interesting observations, Mr. Gove had this to say:

One of my pet hobbies in advertising is against all ordinary rules of money making. If possible, I prefer to experiment on conservative lines before laying down a definite policy for a

house to follow. If an article comes to us to be advertised, instead of taking the lump sum of money suggested, or suggesting a lump sum of money, and endeavoring to place it to the best of our knowledge, we prefer to take a very small part of it and strike out in some one town and experiment there. Get the goods in the retailer's hands, advertise in the local papers, get a report from the retailer how the goods sold, what satisfaction they gave, and what proportion of profit there is in this particular article compared with other articles they may be handling of a similar nature. Then it is *up to the article*, so to speak. If the report is taken by the public, we go ahead. It is according to the way the goods are received by the consumer that our campaign is planned.

The initial article in *PRINTERS' INK* of April 18th, by Mr. Seth Brown, advocated the same plan? Is it a good one? And if not, what are its disadvantages?—*PRINTERS' INK*.

I guess it is mostly nonsense. Before an advertiser thinks of putting his goods on the market he pretty generally has a clear idea of the satisfaction his article is going to give. He has tested it himself, has had his friends test it and probably, in most cases, has sold some of it in a small way before he thought of advertising.

If an article has merit and there is a dormant demand for it, there is no use experimenting in the advertising.

If a proposition has life in it, the thing to do is to get it before as many people as possible, as quickly as possible, as cheaply as possible. That is the long and short of the advertising problem.

The experienced advertising agent ought to know where to buy the most circulation for his money, and as the number of my gray hairs increases I come to believe more and more firmly that if circulation is not the whole thing it is a very large part of it.

Of course, I mean real circulation. I don't mean circulation in the sense of "copies printed" or even "copies circulated." By circulation I mean copies read.

Of course this is the kind of circulation that may be only guessed at, but given the total number printed, the method of distribution and the character of the paper, a man familiar with such things may hazard a guess that will generally be accurate enough for all practical purposes.

In mechanical engineering there

is always to be considered the "safety factor." Under the New York Building Code, a floor must be made strong enough to sustain a load of one hundred and twenty-five pounds on each square foot, "with a safety factor of three." In other words, the engineer figures out a floor construction that his experience leads him to believe will positively hold one hundred and twenty-five pounds to the square foot.

The advertiser must figure the same way, but his safety factor must be larger.

There are circulated four hundred and sixty thousand copies of each issue of the *Delineator*. Considering the character of the publication, we conclude, as the paper is bought by thrifty women for the reason of its practical usefulness, that some portion of every copy is read. The possibility is that each copy is read by more than one woman. We gain a little for our safety factor by saying that only a portion of each magazine is read by only one woman. Thus we have four hundred and sixty thousand possible readers.

There is no way of telling how many of these will read, or even see, any given advertisement, but we may safely conclude that a page announcement will be seen by practically every one, a half-page probably by a smaller number and twenty lines, single column, by many less.

According to the comparative general usefulness of his article, the advertiser must estimate the number of interested readers he will secure. Divide the number of copies by two and we will say that we have two hundred and thirty thousand readers of a page advertisement. Let us say that one-fourth of them are interested readers and that one-tenth of these are interested to the buying point. That would mean fifty-six hundred purchasers. A page costs seven hundred dollars. A profit of twelve cents on each purchase would pay for the ad.

That's one way of figuring.

Another way is to determine, by conservative estimate, the possible number of purchasers in, for in-

stance, Los Angeles. Figure against this the number of readers of the Los Angeles *Times*, and the cost of a space in the *Times* so large that no reader could escape it.

There is nothing experimental about advertising of that sort.

Advertising, intelligently done, is just as certain as any other business or manufacturing operation. Every business man makes mistakes now and then. The only reason that he makes them with greater facility in his advertising is that he knows less about advertising than he does about the other parts of his business.

The man who knows about advertising—a specialist in advertising—ought to be able to save all this experimenting. Any man of ordinary intelligence can begin in a small town and advertise, and learn advertising as he goes along, but it may be time to bury him before he gets through with his experimenting and really starts to build a business.

The principal reason for the existence of the advertising agent—the advertising specialist—is that he has done all this experimenting—he has gained his experience—he knows, to a reasonable degree of accuracy, what will pay and what will not, and he saves his client the time and the money that would otherwise be wasted in guessing. * * *

Advertising should be explicit.

It is not always necessary to advertise the price in any kind of advertising, even shoe advertising, unless the price is one of the chief attractions of the goods.

In a good shoe at \$3.50 the price is one of its chief inducements.

In a good shoe at about six or seven dollars the goodness is the chief talking point.

This is a distinction which is not always made, but which should be.

When you advertise, advertise the best thing about your goods, whether that is the price, or workmanship, or style, or facilities in delivery, or something else.

If you are making a high-grade shoe, one which retails at \$6 or \$7, you are catering to a particular class of women.

This class does not read advertising largely because most people who sell their class of goods think that such people do not read such advertising. They have never got the advertising that they would read.

In other words, it has been taken for granted that people of the better class with plenty of money to spend do not read advertising. Therefore, no one writes advertising for this class.

I believe that anything can be advertised to reach any class, but there must be a difference in methods.

A different sort of woman buys a seven-dollar shoe from one who buys a dollar and a half one. A different sort of matter should be addressed to her.

There is no question but what you can advertise high-priced goods to high-priced people, if you do it in the right way.

There are a lot of people with plenty of money to spend who cannot find what they want in shoes, clothes, furniture and other things.

The man who sets out to cater to this class must first understand what they want. If you are convinced that you are making shoes, for instance, that are really wanted by seven-dollar people, then tell the seven-dollar people what you have.

Advertise your goods as they are. Their merits, fit, style, materials, good taste and such things—instead of price. Always give the price, however, not because it is low, but because there is no woman so far removed from mercenary ideas that she is not interested in the price of an article. The price is a part of the description.

She may not read advertising to save fifty cents, but she will read advertising to find just the sort of shoe she wants, and after finding it she wants to know right there what it costs. Not because she is afraid she cannot afford it, but merely as a piece of information about that particular shoe.

Besides, there are women who buy six and seven-dollar shoes who are not by any means wealthy. They may spend a

greater portion of money on dress than on other things. They want to get all they are entitled to for their money when they do spend it and they do not want to spend more than the article is worth.

Wherefore the line of talk which you should take up with such customers should be of the kind which will reach cultivated and refined people.

It is not a good rule to go by that all people who have money are cultivated and refined, but, as a rule, money buys the knowledge of right things in a good many ways, such as correct dress, correct house furnishings and things of that kind.

All printed matter for this class should be expensive, tasteful, well written and well printed. It should never look cheap.

By using the right kind of printed matter and the right kind of announcements in papers you can surround a store with the atmosphere of catering to a good class; just such an atmosphere as the men's furnishing store of Rogers, Peet & Co., in this city, has. This is by no means a low price store, but it is a satisfactory store, and a great many men go there although they pay more than they would at almost any other general men's store.

Newspaper advertising is not the only instrument that gives you this character. It is the constant reiteration of these points, the constant living up to them in the store which will give the position desired.

The ads should be well written, well expressed, interesting to read and should appeal to the intelligence of the women who read them. They should be tastefully displayed, preferably by attractive designs.

* * *

No business proposition can be stated in a single piece of matter so effectively that it will impress all possible customers. Of course a certain number will come in the first time the door is open; the second time will bring more. The more times you go for your probable customers the more you will get. Even a good impression won't last more than a week.

Just look at the advertising display in the :::

Brooklyn

"L"

There you see REAL elevated railway advertising — the cards are displayed PROPERLY by men who have been "years at it." You don't have to guess what you'll get on this road: it's always the best treatment and always will be as long as it's controlled by :::

GEO. KISSAM & Co.

253 Broadway, New York.

The Erie Daily Times.

The only Daily Newspaper in North-western Pennsylvania that makes Detailed Statements monthly of its Circulation under Oath.

Guaranteed Circulation, 6250

SEE AMERICAN NEWSPAPER DIRECTORY
FOR CORRECT RATING.

THE TIMES is an up-to-date, 8-page, 7 columns to page, Evening Newspaper, containing the Associated Press dispatches, and sells for 1 cent.

Actual circulation exceeds the combined circulations of all the other daily papers published in Erie.

THE TIMES PUBLISHING CO., Erie, Pa.

The Summer Traffic on the
BROOKLYN "L"
is simply immense.

With through trains from New York to Coney Island and Rockaway, in addition to the large travel on its four divisions that practically cover Brooklyn, you can by a card in all cars secure the best and cheapest publicity in the City of Churches. Remember, you get a card 16 x 24 inches, or 16 x 48 for a double space, all placed in concave racks so they must be seen, and large enough for the long elevated cars, and in addition you receive service *no one* else can give because they don't know how.

GEO. KISSAM & CO.,

253 Broadway, New York.
35 Sands Street, Brooklyn.